

Player's Please



Player's

NAVY CUT
CIGARETTES
"MILD"

Player's Please

THEY'RE

Double-Fresh!

MILD OR MEDIUM-CORK TIP OR PLAIN

Easy to Read . . . Worth Reading

That's why the great majority of homes throughout Nova Scotia regularly read The Halifax Chronicle-Herald and The Halifax Mail-Star.

That's why the circulation of these papers in the Halifax metropolitan area is greater than the total number of homes.

You, too, will enjoy reading these papers . . .
and find it profitable to use them in selling,
buying, renting, and offering services.

THE HALIFAX CHRONICLE-HERALD

and

THE HALIFAX MAIL-STAR



Circulation Now Exceeds 100,000 Daily

Cheapest and Quickest

Station - to - Station Long Distance Calls

It's cheaper and faster to use Station-to-Station Service on your Long Distance Telephone calls. A Station-to-Station Call is one where you ask for a **telephone number**, and not a particular person.

The saving through using this class of service amounts to as much as thirty per cent on calls during the day. On calls after six p.m. the average saving is larger still. Besides, your call goes through much more quickly—usually while you hold the line.

Save yourself money and get quicker service by using Station-to-Station Service whenever possible. Remember it especially on Sundays, as Night Rates are effective all day then and your saving is still greater.

MARITIME TELEGRAPH AND
TELEPHONE CO., LIMITED

Wherever in the world . . .

You may be considering opening a branch or developing sales abroad. The Royal Bank of Canada—through its branches and correspondents—can provide you with ready information and practical assistance to help you carry out your plans.

Credit Reports
Trade Representation
Market Information
Collections—Remittances
Letters of Credit
Business Introductions
Import-Export Regulations

**THE
ROYAL
BANK
OF CANADA**

YOU CAN BANK ON THE "ROYAL"

Compliments of

S. CUNARD & COMPANY, LIMITED

Head Merchants Since 1835

COAL

COKE

FUEL OIL

Domestic and Industrial
Oil Burners Installed and Serviced

Wholesale

Retail

BOUTILIER'S LTD.
SEAFOODS, MEATS and POULTRY

9 Phones

3-6361

30 Bedford Row,
 HALIFAX, N. S.

RAINNIE & COMPANY, LIMITED

GENERAL INSURANCE AGENTS

178 HOLLIS STREET

HALIFAX, N. S.

Dalhousie Bestows Wealth:

"A learned man has always wealth in himself."

—Phoedus

- Dealing as we do from day to day with executives and engineers connected with various manufacturing establishments, municipalities and government departments, we are proud to find among them many graduates of Dalhousie University.
- Therefore in providing the education that makes these contacts possible, Dalhousie DOES bestow wealth upon the community.

STAIRS

WE STAIRS, SON & MORROW, LTD.

Wholesale Shelf and Heavy Hardware
 PLUMBING & HEATING SUPPLIES • MACHINERY
 HALIFAX • SYDNEY • SAINT JOHN

It Pays
To Shop
At **EATON'S**

- LARGEST ASSORTMENTS
- BEST
ALL 'ROUND VALUES
- GOODS SATISFACTORY
OR MONEY REFUNDED



THE T. EATON CO.
MARITIMES LIMITED

HALIFAX

CANADA

Never have property owners been so underinsured against the risk of fire as at the present time.

For example most dwellings in Nova Scotia before the last war were insured for \$5,000 to \$10,000.00 To-day such dwellings should be insured for \$10,000.00 to \$20,000.00.

The cost of additional insurance for dwellings is small, in most cases from \$8.00 to \$9.00 per thousand for 3 years.

The above remarks also apply to household furniture and personal effects.

Don't take a chance, telephone us to-day.

McDERMAID AGENCIES LTD.

Insurance Agents and Brokers
156 Hollis Street Halifax, N. S.
Telephone 3-7271

D. K. McDermaid, Managing Director
W. A. Camp, Secretary

"MY BANK"
TO A MILLION CANADIANS



Canada's
First Bank

BANK OF MONTREAL

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

It has always seemed to us that the first function of any advertisement is to get itself read. People do not have to read advertisements. Therefore any art or device, even as simple and inexpensive as this advertisement was to prepare, commands more attention than just cold type.

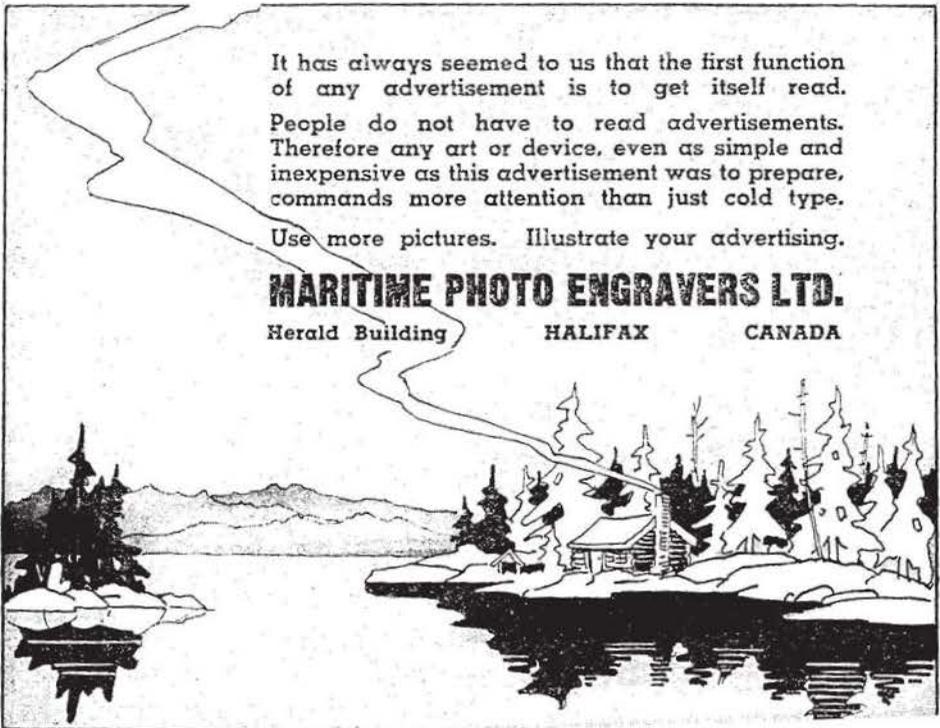
Use more pictures. Illustrate your advertising.

MARITIME PHOTO ENGRAVERS LTD.

Herald Building

HALIFAX

CANADA



DALEY, PHINNEY & RITCHIE
Barristers, Solicitors, Etc.

TRAMWAY BUILDING

HALIFAX, N.S.

Cable address: Dawapir

Gordon McL. Daley, K. C.

Lawrence F. Daley

Roland A. Ritchie

W. J. MacInnes

Compliments of

Thompson, Adams & Co., Ltd.

General Insurance

(except Life)

166 Hollis St., Halifax

Phone 3-7371

**Maritime Dental Supply
Co., Limited**

Halifax, N. S. and Saint John, N. B.

SUN LIFE of CANADA

BRANCH OFFICE AND AGENCY SERVICE
THROUGHOUT THE NORTH AMERICAN CONTINENT •

Compliments
of
SUPERLINE OILS
LIMITED



Dalhousie University

HALIFAX, NOVA SCOTIA

Maintains a high standard of scholarship and the largest Staff, Libraries and Laboratories in Eastern Canada.

ARTS AND SCIENCE FACULTY

DEGREES: B.A., B.Sc., B.Com., B.Mus., Phm.B.

DIPLOMAS: Music, Engineering, Pharmacy and a post-graduate diploma course in Education.

FOUR YEAR ADVANCED COURSES in—Classics, Mathematics, Modern Languages and History.

GRADUATE COURSES, of recognized standing, leading to degrees of M.A., M.Sc.

Courses preparatory to Professional Faculties.

Course in Public Administration.

Many valuable scholarships, on entrance and through the courses.

THE PROFESSIONAL FACULTIES

in

LAW, MEDICINE and DENTISTRY, enjoy an unexcelled reputation.

INCLUSIVE FEES, in the B. A. course average about \$160.00 a year; in the B.Sc. course about \$190.00 a year.

RESIDENCE

Shirreff Hall, residence for women.

Carefully supervised residential facilities for men.

For further information write to the Registrar.

COMPLIMENTS OF

**The Brookfield Construction Company
Limited**

Contractors and Builders

HALIFAX, N. S.

As a Confidential friend . . .

The family lawyer, the family physician of many year's standing are people in whose judgment you place confidence, and who treat your affairs as a matter of confidence.

Your banker, too, is a professional man—a member of a profession that works as much as any other in the public interest, protecting the depositor against loss and employing his liquid surplus for general advancement of the country.

Each member of the staff of The Canadian Bank of Commerce is bound by professional oath to treat your affairs confidentially.

Make use of his services, placing him on the same friendly professional footing as your family lawyer or physician.

The Canadian Bank of Commerce

Capital Paid Up	- - - - -	30 Million Dollars
Reserve Fund	- - - - -	30 Million Dollars

Halifax, N. S., Branch
J. A. Pugsley, Manager

= SAFETY =

Costs No More

To have the terms of your Will administered by our thoroughly experienced and responsible organization is to make certain that its terms will be carried out in complete accordance with your wishes. Yet the cost is the same as for an individual executor. We invite your consultation.

The EASTERN TRUST COMPANY

HEAD OFFICE — HALIFAX, N. S.

CHARLOTTETOWN, P.E.I.
ST. JOHN'S, NFLD.

Branches at:
MONCTON, N.B.
MONTREAL, QUE.

SAINT JOHN, N. B.
TORONTO, ONT.

ALL POLICIES GUARANTEED

Whatever your Insurance need is—whatever particular combination of protection and savings it may be—see the Maritime Life Representative First. He can help you.

The Maritime Life

HEAD OFFICE - - HALIFAX, CANADA

A. R. FRASER, C. L. U., Manager for Nova Scotia.



Compliments of
Maritime - National
Fish Limited

Burchell, Smith, Jost, Meagher & Burchell

Barristers, Solicitors, Etc.

Chronicle Building,

HALIFAX, N. S.

C. J. BURCHELL, K.C.

F. D. SMITH, K.C.

W. H. JOST

A. J. MEAGHER

C. W. BURCHELL

McInnes, MacQuarrie & Cooper

BARRISTERS, SOLICITORS, &c

35 BEDFORD ROW,
HALIFAX, N. S.

DONALD McINNES, K.C.

JOHN T. MACQUARRIE, K.C.

A. G. COOPER

G. P. FLAVIN, K.C.

J. H. DICKEY

G. B. ROBERTSON

J. M. HUTTON



Perhaps you want to convert your house into flats and cash in on the present scarcity of accommodation.

Or you may want to modernize its appearance by adding a sunporch—or a basement playroom . . . Whatever your wants see us first for the necessary LOAN.

Eastern Canada Savings & Loan Co.

Granville and Duke - HALIFAX

Stewart, Smith, MacKeen, Covert & Rogers

Barristers, Etc.

ROY BUILDING, HALIFAX, N. S.

JAMES MCG. STEWART, K.C.

CHARLES B. SMITH, K.C.

HENRY P. MACKEEN, K.C.

W. MARSHALL ROGERS, K.C.

FRANK M. COVERT, K.C.

CLYDE W. SPERRY.

GORDON S. COWAN.

W. S. KENNEDY JONES.

GORDON DUNNET,

The Canada Permanent Trust Company

EXECUTOR ADMINISTRATOR GUARDIAN TRUSTEE

Estates and Properties Managed

ENQUIRIES INVITED

NOVA SCOTIA BRANCH.

436-440 Barrington Street, Halifax, N. S.

C. F. MACKENZIE, Manager

Switch to
BETTER LIVING



Modern living is made more convenient in a hundred different ways at the flick of an electric switch. Night becomes day . . . the family's meals are cooked to perfection . . . wash day is reduced to hours. These are only a few of the home tasks performed by low cost dependable electric power.



NOVA SCOTIA
LIGHT AND POWER
COMPANY LIMITED



Balcom-Chittick, Ltd.

DRUG STORES

"There's one in Your Neighborhood"

S. R. Balcom, Pres.

F. S. Chittick, Vice-Pres.

HALIFAX - KENTVILLE - SHEET HARBOUR

Compliments of

ACADIA DRUG STORE
141 Hollis Street

STUDLEY DRUG STORE
29 Coburg Road

Fader's Pharmacy Limited

2 STORES

Halifax

--

Nova Scotia

Protect YOUR Family's Welfare!

Always be mindful of the future when you may not be a part of the picture.

For example, if you die without a will, your estate may be distributed quite contrary to your wishes—and even harmful to your heirs.

Consult us and we'll show you how best to put your estate in order so as to conserve the interests of your loved ones.



10,000 dealers

to serve you



everywhere

in Canada

DOMINION STEEL and COAL CORPORATION Limited

Nova Scotia's Greatest Industry

Miners and Shippers of

Coal and Iron Ore

Iron and Steel Founders — Shipbuilders

Manufacturers of

Railway Cars

Producers of

Hematite Pig Iron

Analysis and all other information gladly supplied.

STEEL

Ingots and all forms of Rolled Steel

Steel Rails and Accessories

Heavy Forgings for Marine and Railway Purposes.

Nails and Wire Products.

Highest Quality

Bunkering, Gas, Steam and Coking

COALS

Foundry, Blast Furnace and Domestic Coke, Tar,

Benzol, Sulphate of Ammonia, Limestone,

Silica, and Fireclay Bricks and Shapes.

Works Offices - - - - SYDNEY, N. S.

Executive and Sales Offices

CANADA CEMENT BUILDING, MONTREAL, CANADA



THE
HALIFAX
INSURANCE
COMPANY

Head Office
88 HOLLIS STREET
HALIFAX, NOVA SCOTIA

Canada's Oldest
Insurance Company

Representatives
in any
CANADIAN CITY
OR TOWN